Please amend Claims 1, 10, 14, 16, 18, 22, 26, 28, 29, 31, and 34-41 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

Claim 1 (currently amended): A system for buying and selling spots for advertisements, said system comprising:

a central computer system connected to a global communications network;

an agency unit connected to the global communications network, said agency unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said agency unit being used by an agency in a process for buying advertisement spots;

a facilitator unit connected to the global communications network, said facilitator unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said facilitator unit being used by a facilitator in the process for buying advertisement spots and in a process for selling advertisement spots; and

an affiliate unit connected to the global communications network, said affiliate unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said affiliate unit being used by an affiliate in the process for selling advertisement spots,

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wherein said computer system ~~comprises~~includes: a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program, such that:

the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the agency and the affiliate regarding the advertisement,

the agency module enables an authorized agency user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement, and

the affiliate module enables an authorized affiliate user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement.

Claim 2 (original): A system according to Claim 1, wherein the agency module is adapted to enable the authorized agency user to:

submit an availability request to the facilitator regarding the advertisement;

view proposal information for a proposal from the facilitator regarding the availability request;

submit a response to the proposal to the facilitator;

if the proposal is accepted by the agency, view order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, view contract information for a contract automatically generated from the accepted order;

view invoice information for an invoice corresponding to the order;

download a version of the proposal information, the order information, the contract information, and/or the invoice information formatted for analysis using agency software; and

view and/or print a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 3 (original): A system according to Claim 2, wherein each of the proposal information, the order information, the contract information, and the invoice information includes status information for tracking a status of the proposal, the order, the contract, and the invoice, respectively.

Claim 4 (original): A system according to Claim 1, wherein the affiliate module is adapted to enable the authorized affiliate user to:

submit availability information to the facilitator regarding available spots for advertisements;

view order information for an order from the facilitator regarding the advertisement, the order information including a schedule of spots for the advertisement;

submit a response to the order to the facilitator;

if the order is accepted by the affiliate, view contract information for a contract automatically generated from the accepted order;

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submit information regarding an affidavit of performance of the contract to the facilitator;

download a version of the order and/or the contract formatted for analysis using affiliate software; and

view and/or print a printable version of the order and/or the contract.

Claim 5 (original): A system according to Claim 4, wherein each of the order information and the contract information includes status information for tracking a status of the order and the contract, respectively.

Claim 6 (original): A system according to Claim 1, wherein the facilitator module is adapted to enable the authorized facilitator user to:

receive an availability request from the agency regarding the advertisement;

exchange availability information with the affiliate regarding available of spots for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

receive a response to the proposal from the agency;

revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted proposal;

submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

if the order is accepted by the affiliate, automatically generate a contract from the

accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract

from the accepted revised order;

store and update invoice information for an invoice corresponding to the order;

and

receive information regarding an affidavit of performance of the contract from the

affiliate.

Claim 7 (original): A system according to Claim 1, wherein multiple authorized agency users

from multiple agencies may access the agency module.

Claim 8 (original): A system according to Claim 1, wherein multiple authorized affiliate users

from multiple affiliates may access the affiliate module.

Claim 9 (original): A system according to Claim 1, wherein the network is comprised of an

Internet network.

Claim 10 (currently amended): A system for buying spots for advertisements, said system

comprising:

a central computer system connected to a global communications network;

an agency unit connected to the global communications network, said agency unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said agency unit being used by an agency in a process for buying advertisement spots; and

a facilitator unit connected to the global communications network, said facilitator unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said facilitator unit being used by a facilitator in the process for buying advertisement spots;

wherein said computer system ~~comprises~~includes: a memory system storing a computer-executable program that includes an agency module and a facilitator module, and a processor for executing the program, such that:

the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the agency, and

the agency module enables an authorized agency user to obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator user regarding the advertisement, and

wherein the agency module is adapted to implement any or all of:

a logon authorization process to permit only an authorized agency user to access the agency module;

a search of the memory system for orders associated with a logon ID of the authorized agency user, based on search criteria inputted by the authorized agency user;

cause a list of orders resulting from the search to be displayed;

cause information corresponding to an order selected from the list to be displayed;

cause proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

convert the order information, the proposal information, the contract information, and/or the invoice information to a format selected by the authorized agency user, the format being compatible with agency software; and

download the converted order information, the converted proposal information, the converted contract information, and/or the converted invoice information to the agency unit.

Claim 11 (original): A system according to Claim 10, wherein the agency module is adapted to implement any or all of:

search of the memory system for proposals associated with a logon ID of the authorized agency user, based on search criteria inputted by the authorized agency user;

cause a list of proposals resulting from the search to be displayed;

cause information corresponding to a proposal selected from the list of proposals to be displayed;

enable the authorized agency user to input comments on each schedule entry of a plurality of schedule entries of the selected proposal;

generate a printable version of the proposal information.

Claim 12 (original): A system according to Claim 10, wherein the agency module is adapted to implement any or all of:

perform a search of the memory system for invoice information associated with a logon ID of the authorized agency user, based on search criteria inputted by the authorized agency user;

cause a list of invoices resulting from the search to be displayed;

cause information corresponding to an invoice selected from the list of invoices to be displayed;

convert the invoice information to a format selected by the authorized agency user, the format being compatible with agency software; and

download the converted invoice information to the agency unit.

Claim 13 (original): A system according to any one of Claims 10, 11, and 12, wherein the network is comprised of an Internet network.

Claim 14 (currently amended): A system for selling spots for advertisements, said system comprising:

a central computer system connected to a global communications network;

an affiliate unit connected to the global communications network, said affiliate unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said affiliate unit being used by an affiliate in a process for selling advertisement spots; and

a facilitator unit connected to the global communications network, said facilitator unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said facilitator unit being used by a facilitator in the process for selling advertisement spots;

wherein said computer system ~~comprises~~includes: a memory system storing a computer-executable program that includes an affiliate module and a facilitator module, and a processor for executing the program, such that:

the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the affiliate, and

the affiliate module enables an authorized affiliate user to obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator user regarding the advertisement, and

wherein the affiliate module is adapted to implement any or all of:

a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

a search of the memory system for orders associated with a logon ID of the authorized affiliate user, based on search criteria inputted by the authorized affiliate user;

cause a list of orders resulting from the search to be displayed;

cause information corresponding to an order selected from the list to be displayed;

cause contract information corresponding to the selected order to be displayed;

convert the order information and/or the contract information to a format selected by the authorized agency user, the format being compatible with agency software; and

download the converted order information and/or the converted contract information to the affiliate unit.

Claim 15 (original): A system according to Claim 13, wherein the network is comprised of an Internet network.

Claim 16 (currently amended): A method for buying spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module

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and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 17 (original): A method according to Claim 16, wherein each of the proposal information, the order information, the contract information, and the invoice information includes status information for tracking a status of the proposal, the order, the contract, and the invoice, respectively.

Claim 18 (currently amended): A method for selling spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

the affiliate submitting, via the affiliate module and the network, availability information to the facilitator regarding available spots for advertisements;

the affiliate viewing, via the affiliate module and the network, order information

for an order from the facilitator regarding the advertisement, the order information including a

schedule of spots for the advertisement;

the affiliate submitting, via the affiliate module and the network, a response to the

order to the facilitator;

if the order is accepted by the affiliate, the affiliate viewing, via the affiliate

module and the network, contract information for a contract automatically generated from the

accepted order;

the affiliate submitting, via the affiliate module and the network, information

regarding an affidavit of performance of the contract to the facilitator;

the affiliate selecting, via the affiliate module, a format for downloading the order

information and/or the contract information, such that information downloaded in the selected

format is compatible with and may be analyzed using affiliate software; and

the affiliate viewing and/or printing, via the affiliate module and the network, a

printable version of the order and/or the contract.

Claim 19 (original): A method according to Claim 18, wherein each of the order information

and the contract information includes status information for tracking a status of the order and the

contract, respectively.

Claim 20 (original): A method according to any one of Claims 16 and 18, wherein the facilitator

module is adapted to enable the authorized facilitator user to:

receive an availability request from the agency regarding the advertisement;

exchange availability information with the affiliate regarding available of spots for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

receive a response to the proposal from the agency;

revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted proposal;

submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

Claim 21 (original): A method according to any one of Claims 16 and 18, wherein the network is comprised of an Internet network.

Claim 22 (currently amended): A method for buying spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

performing, via the agency module and the network, a logon authorization process to permit only an authorized agency user to access the agency module;

inputting, via the agency module and the network, search criteria for searching for orders;

searching the memory system, via the agency module and the network, for orders associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of orders resulting from the search to be displayed;

selecting, via the agency module and the network, an order from the list of orders;

the agency module causing information corresponding to the selected order to be displayed;

the agency module causing proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the order information, the proposal information, the contract information, and/or the invoice information to the selected format; and

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the agency module downloading the converted order information, the converted

proposal information, the converted contract information, and/or the converted invoice

information to the agency unit.

Claim 23 (original): A method according to Claim 22, further comprising the steps of:

inputting, via the agency module and the network, search criteria for searching for

proposals;

searching, via the agency module and the network, the memory system for

proposals associated with the logon ID of the authorized agency user, based on the inputted

search criteria;

the agency module causing a list of proposals resulting from the search to be

displayed;

selecting, via the agency module and the network, a proposal from the list of

proposals;

the agency module causing information corresponding to the selected proposal to

be displayed;

inputting, via the agency module and the network, comments on each schedule

entry of a plurality of schedule entries of the selected proposal; and

generating, via the agency module and the network, a printable version of the

proposal information.

Claim 24 (original): A method according to Claim 22, further comprising the steps of:

inputting, via the agency module and the network, search criteria for searching for

invoice information;

searching, via the agency module and the network, the memory system for

invoice information associated with the logon ID of the authorized agency user, based on the

inputted search criteria;

the agency module causing a list of invoices resulting from the search to be

displayed;

selecting, via the agency module and the network, an invoice from the list of

invoices;

the agency module causing information corresponding to the selected invoice to

be displayed;

selecting, via the agency module and the network, a download format that is

compatible with agency software;

the agency module converting the invoice information to the selected format; and

the agency module downloading the converted invoice information to the agency

unit.

Claim 25 (original): A method according to any one of Claims 22, 23, and 24, wherein the

network is comprised of an Internet network.

Claim 26 (currently amended): A method for selling spots for advertisements utilizing a central

computer system with a memory system storing a computer-executable program that includes an

agency module, a facilitator module, and an affiliate module, and a processor for executing the

program, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

performing, via the affiliate module and the network, a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

inputting, via the affiliate module and the network, search criteria for searching for orders;

searching the memory system, via the affiliate module and the network, for orders associated with a logon ID of the authorized affiliate user, based on the inputted search criteria;

the affiliate module causing a list of orders resulting from the search to be displayed;

selecting, via the affiliate module and the network, an order from the list of orders;

the affiliate module causing information corresponding to the selected order to be displayed;

the affiliate module causing contract information corresponding to the selected order to be displayed;

selecting, via the affiliate module and the network, a download format that is compatible with affiliate software;

the affiliate module converting the order information and/or the contract information to the selected format; and

the agency module downloading the converted order information and/or the converted contract information to the affiliate unit.

Claim 27 (original): A method according to Claim 26, wherein the network is comprised of an Internet network.

Claim 28 (currently amended): A programmable computer for implementing a method of buying spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program,

wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprising the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice

information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the

proposal information, the order information, the contract information, and/or the invoice

information, such that information downloaded in the selected format is compatible with and

may be is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the

network, a printable version of the proposal, the order, the contract, and/or the invoice

information.

Claim 29 (currently amended): A programmable computer for implementing a method of selling

spots for an advertisement, said programmable computer comprising a memory system storing a

computer-executable program that includes an agency module, a facilitator module, and an

affiliate module, and a processor for executing the program,

wherein said programmable computer is connected to an agency, a facilitator, and

an affiliate via a global communications network, and

wherein the method comprising the steps of:

the affiliate submitting, via the affiliate module and the network,

availability information to the facilitator regarding available spots for advertisements;

the affiliate viewing, via the affiliate module and the network, order

information for an order from the facilitator regarding the advertisement, the order information

including a schedule of spots for the advertisement;

the affiliate submitting, via the affiliate module and the network, a

response to the order to the facilitator;

if the order is accepted by the affiliate, the affiliate viewing, via the

affiliate module and the network, contract information for a contract automatically generated

from the accepted order;

the affiliate submitting, via the affiliate module and the network,

information regarding an affidavit of performance of the contract to the facilitator;

the affiliate selecting, via the affiliate module, a format for downloading

the order information and/or the contract information, such that information downloaded in the

selected format is compatible with and may be analyzed using affiliate software; and

the affiliate viewing and/or printing, via the affiliate module and the

network, a printable version of the order and/or the contract.

Claim 30 (original): A programmable computer according to any one of Claims 28 and 29,

wherein the facilitator module is adapted to the facilitator to:

receive an availability request from the agency regarding the advertisement;

exchange availability information with the affiliate regarding available of spots

for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

receive a response to the proposal from the agency;

revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted proposal;

submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

Claim 31 (currently amended): A programmable computer for implementing a method of buying spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program,

wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

performing, via the agency module and the network, a logon authorization process to permit only an authorized agency user to access the agency module;

inputting, via the agency module and the network, search criteria for searching for orders;

searching the memory system, via the agency module and the network, for orders associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of orders resulting from the search to be displayed;

the authorized agency user selecting, via the agency module and the network, an order from the list of orders;

the agency module causing information corresponding to the selected order to be displayed;

the agency module causing proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the order information, the proposal information, the contract information, and/or the invoice information to the selected format; and

the agency module downloading the converted order information, the converted proposal information, the converted contract information, and/or the converted invoice information to the agency unit.

Claim 32 (original): A programmable computer according to Claim 31, wherein the method further comprises the steps of:

inputting, via the agency module and the network, search criteria for searching for proposals;

searching, via the agency module and the network, the memory system for proposals associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of proposals resulting from the search to be displayed;

selecting, via the agency module and the network, a proposal from the list of proposals;

the agency module causing information corresponding to the selected proposal to be displayed;

inputting, via the agency module and the network, comments on each schedule entry of a plurality of schedule entries of the selected proposal; and

generating, via the agency module and the network, a printable version of the proposal information.

Claim 33 (original): A programmable computer according to Claim 31, wherein the method further comprises the steps of:

inputting, via the agency module and the network, search criteria for searching for invoice information;

searching, via the agency module and the network, the memory system for invoice information associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of invoices resulting from the search to be displayed;

selecting, via the agency module and the network, an invoice from the list of invoices;

the agency module causing information corresponding to the selected invoice to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the invoice information to the selected format; and

the agency module downloading the converted invoice information to the agency unit.

Claim 34 (currently amended): A programmable computer for implementing a method of selling spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program,

wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

performing, via the affiliate module and the network, a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

inputting, via the affiliate module and the network, search criteria for searching for orders;

searching the memory system, via the affiliate module and the network, for orders associated with a logon ID of the authorized affiliate user, based on the inputted search criteria;

the affiliate module causing a list of orders resulting from the search to be displayed;

selecting, via the affiliate module and the network, an order from the list of orders;

the affiliate module causing information corresponding to the selected order to be displayed;

the affiliate module causing contract information corresponding to the selected order to be displayed;

selecting, via the affiliate module and the network, a download format that is compatible with affiliate software;

the affiliate module converting the order information and/or the contract information to the selected format; and

the agency module downloading the converted order information and/or the converted contract information to the affiliate unit.

Claim 35 (currently amended): A computer ~~program product~~readable storage medium embodying a computer-executable program for implementing a method of buying spots for an advertisement using a programmable computer, said computer ~~program product~~readable storage medium comprising:

an agency module;

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a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method ~~comprises the~~includes steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and ~~may be~~ is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 36 (currently amended): A computer-~~program product~~readable storage medium embodying a computer-executable program for implementing a method of selling spots for an advertisement using a programmable computer, said computer-~~program product~~readable storage medium comprising:

an agency module;

a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method ~~comprises the~~includes steps of:

the affiliate submitting, via the affiliate module and the network, availability information to the facilitator regarding available spots for advertisements;

the affiliate viewing, via the affiliate module and the network, order information for an order from the facilitator regarding the advertisement, the order information including a schedule of spots for the advertisement;

the affiliate submitting, via the affiliate module and the network, a response to the order to the facilitator;

if the order is accepted by the affiliate, the affiliate viewing, via the

affiliate module and the network, contract information for a contract automatically generated

from the accepted order;

the affiliate submitting, via the affiliate module and the network,

information regarding an affidavit of performance of the contract to the facilitator;

the affiliate selecting, via the affiliate module, a format for downloading

the order information and/or the contract information, such that information downloaded in the

selected format is compatible with and may be analyzed using affiliate software; and

the affiliate viewing and/or printing, via the affiliate module and the

network, a printable version of the order and/or the contract.

Claim 37 (currently amended): A computer ~~program product~~readable storage medium according

to any one of Claims 35 and 36, wherein the facilitator module is adapted to enable an authorized

facilitator user to:

receive an availability request from the agency regarding the advertisement;

exchange availability information with the affiliate regarding available of spots

for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

receive a response to the proposal from the agency;

revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted

proposal;

submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

if the order is accepted by the affiliate, automatically generate a contract from the

accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract

from the accepted revised order;

store and update invoice information for an invoice corresponding to the order;

and

receive information regarding an affidavit of performance of the contract from the

affiliate.

Claim 38 (currently amended): A computer-~~program product~~readable storage medium

embodying a computer-executable program for implementing a method of buying spots for an

advertisement using a programmable computer, said computer-~~program product~~readable storage

medium comprising:

an agency module;

a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and

an affiliate via a global communications network, and

wherein the method ~~comprises the~~includes steps of:

performing, via the agency module and the network, a logon authorization process to permit only an authorized agency user to access the agency module;

inputting, via the agency module and the network, search criteria for searching for orders;

searching the memory system, via the agency module and the network, for orders associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of orders resulting from the search to be displayed;

selecting, via the agency module and the network, an order from the list of orders;

the agency module causing information corresponding to the selected order to be displayed;

the agency module causing proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the order information, the proposal information, the contract information, and/or the invoice information to the selected format; and

the agency module downloading the converted order information, the converted proposal information, the converted contract information, and/or the converted invoice information to the agency unit.

Claim 39 (currently amended): A computer~~program product~~readable storage medium according

to Claim 38, wherein the method further comprises the steps of:

inputting, via the agency module and the network, search criteria for searching for

proposals;

searching, via the agency module and the network, the memory system for

proposals associated with the logon ID of the authorized agency user, based on the inputted

search criteria;

the agency module causing a list of proposals resulting from the search to be

displayed;

selecting, via the agency module and the network, a proposal from the list of

proposals;

the agency module causing information corresponding to the selected proposal to

be displayed;

inputting, via the agency module and the network, comments on each schedule

entry of a plurality of schedule entries of the selected proposal; and

generating, via the agency module and the network, a printable version of the

proposal information.

Claim 40 (currently amended): A computer~~program product~~readable storage medium according

to Claim 38, wherein the method further comprises the steps of:

inputting, via the agency module and the network, search criteria for searching for

invoice information;

searching, via the agency module and the network, the memory system for

invoice information associated with the logon ID of the authorized agency user, based on the

inputted search criteria;

the agency module causing a list of invoices resulting from the search to be

displayed;

selecting, via the agency module and the network, an invoice from the list of

invoices;

the agency module causing information corresponding to the selected invoice to

be displayed;

selecting, via the agency module and the network, a download format that is

compatible with agency software;

the agency module converting the invoice information to the selected format; and

the agency module downloading the converted invoice information to the agency

unit.

Claim 41 (currently amended): A computer ~~program product~~readable storage medium

embodying a computer-executable program for implementing a method of selling spots for an

advertisement using a programmable computer, said computer ~~program product~~readable storage

medium comprising:

an agency module;

a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method ~~comprises the~~includes steps of:

performing, via the affiliate module and the network, a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

inputting, via the affiliate module and the network, search criteria for searching for orders;

searching the memory system, via the affiliate module and the network, for orders associated with a logon ID of the authorized affiliate user, based on the inputted search criteria;

the affiliate module causing a list of orders resulting from the search to be displayed;

selecting, via the affiliate module and the network, an order from the list of orders;

the affiliate module causing information corresponding to the selected order to be displayed;

the affiliate module causing contract information corresponding to the selected order to be displayed;

selecting, via the affiliate module and the network, a download format that is compatible with affiliate software;

the affiliate module converting the order information and/or the contract information to the selected format; and

the agency module downloading the converted order information and/or
the converted contract information to the affiliate unit.